



# Case Study - Hotel einsmehr

## WP 2

### Activity 1 (Cases)

Developed by Wisamar | July, 2025

PROJECT NUMBER: 2024-1-FR01-KA220-VET-000244092



Co-funded by  
the European Union

## Case Card

---

<b>Name/ title of case study Organization/institution name:</b>	Hotel einsmehr
<b>Location:</b>	Augsburg, Germany
<b>Size and scale of organization:</b>	Large
<b>Industry/Sector:</b>	Tourism
<b>Contact info (for follow up, if available):</b>	Chair of the “eins-mehr” association: Karin Lange <i>karin.lange@einsmehr.org</i>
<b>Additional details:</b>	Hotel einsmehr, Augsburg's first inclusive hotel, is located in the west of the city. Here, employees with and without disabilities contribute their skills and strengths. They work together and care deeply about the well-being of their guests. Their attention to detail is evident not only in their interactions with people, but also in their approach to nature. The hotel actively contributes to environmental protection and the conservation of natural resources.
<b>Sources information/References:</b>	<b>of</b> <a href="https://einsmehr.org/">https://einsmehr.org/</a>



## Case Data/Content

<p><b>The bias illustrated in this case:</b></p>	<p>Disability Bias</p>
<p><b>Context and specifics of the bias present:</b></p>	<p>The selection of <i>Einsmehr Hotel</i> refers to the discrimination and exclusion of people with physical and mental disabilities. In society, individuals with disabilities are often severely disadvantaged in the job market. Access to employment is frequently blocked, with many people with disabilities facing limited opportunities and often receiving lower wages. They are also commonly perceived as less productive and capable.</p> <p>This is particularly problematic, as participation in the workforce ensures economic independence, social recognition, status, and self-worth. However, people with disabilities or chronic illnesses face significant barriers in accessing the labor market. Even with the necessary qualifications, they often encounter substantial obstacles due to informational gaps and biases about their work abilities and potential.</p> <p>People with mental or intellectual disabilities face the most significant challenges in integrating into the workforce, as strong prejudices and uncertainties about their capabilities persist. While individuals with physical disabilities might have slightly better chances, those with mental health or behavioral issues often struggle the most.</p> <p><i>Einsmehr Hotel</i> counters these biases by creating an inclusive work environment that values and supports employees, regardless of their disabilities, offering fair pay and equal opportunities for all.</p>
<p><b>Why this case matters:</b></p>	<p>The einsmehr Inclusion Hotel in Augsburg was chosen as a case study due to its exemplary and holistic approach to social inclusion, ecological sustainability, and architectural excellence. Initiated by the Down Syndrome Initiative einsmehr e.V., the project successfully integrates people with cognitive disabilities into the general labor market, offering them meaningful and long-term employment outside traditional sheltered workshops. At the same time, the hotel maintains high standards in interior design and functionality, catering primarily to business travelers. Its certified barrier-free design and commitment to sustainable operations further underscore its innovative and replicable model, making it a standout example of socially responsible hospitality architecture in Germany.</p>
<p><b>Action Plan - methods and strategies used to address the bias:</b></p>	<p>To tackle labor market discrimination against people with intellectual disabilities, einsmehr implemented a multi-layered strategy:</p> <ul style="list-style-type: none"> <li>- Inclusive Hiring: 50% of staff members have disabilities, proving the viability of equitable employment models in the mainstream hospitality sector.</li> <li>- Pre-employment Training: A structured qualification program was developed in cooperation with local hotels and supported by social workers, enabling candidates to gain practical experience and job readiness before the hotel's opening.</li> </ul>





	<ul style="list-style-type: none"> <li>- Universal Design: The hotel avoids institutional aesthetics by offering functional yet attractive solutions—such as Braille signage, visual alarm systems, accessible bathrooms, and thoughtful room configurations—for diverse guest needs.</li> <li>- Community Engagement: Extensive fundraising activities and public events raised awareness for inclusion and created social dialogue, supported by significant media coverage.</li> <li>- Collaboration: Partnerships with professionals in architecture, interior design (DREIMETA), and social work ensured both high aesthetic standards and functional inclusivity.</li> </ul>
<p><b>Measurable outcomes and impact:</b></p>	<p>The einsmehr hotel has had a significant and measurable impact on multiple levels:</p> <ul style="list-style-type: none"> <li>- Employment: 12 People with cognitive disabilities now have stable jobs in a professional environment, marking a successful shift from sheltered workshops to inclusive employment.</li> <li>- Social Awareness: Media features (e.g., Tagesthemen, Bayern2) and public fundraising campaigns have helped normalize the conversation around workplace inclusion.</li> <li>- Customer Satisfaction: Excellent reviews on public hotel platforms confirm the hotel’s success in delivering high-quality services to a discerning clientele.</li> <li>- Certifications: Recognition through the national “Reisen für Alle” label confirms the hotel’s full compliance with accessibility standards, making it transparent and reliable for guests with disabilities.</li> <li>- Sustainability: Achievements in ecological performance include solar power, organic food and laundry services, and a waste reduction strategy—earning the hotel a high sustainability certification.</li> <li>- Scalability: Based on positive experience, additional qualification programs are being planned to enable more people with disabilities to access careers in the hospitality sector.</li> </ul>
<p><b>Key lessons learned:</b></p>	<p>The einsmehr Hotel demonstrates that inclusion and business success are not mutually exclusive. With the right training, inclusive design, and strong partnerships, people with intellectual disabilities can thrive in professional settings. Early preparation, long-term support, and a respectful environment are key to sustainable employment. Public engagement and media visibility also play a vital role in challenging stereotypes and normalizing inclusion in the labor market. Importantly, the model shows that true accessibility must address both physical and social barriers to achieve lasting impact.</p>
<p><b>Other info/notes:</b></p>	<p>N/A</p>



Co-funded by  
the European Union

--	--





# FIT FOR THE FUTURE

Scan for more



[fit4thefuture.eu](http://fit4thefuture.eu)



Co-funded by  
the European Union



Funded by the European Union. The views and opinions expressed are those of the author(s) and do not necessarily reflect those of the European Union or of Agence Erasmus+ France / Education Formation. Neither the European Union nor the granting authority can be held responsible for this.